

**CardTrak**
ONLINE

Sears Premier Card (7/26/99)

FULL STORY:

Sears, Roebuck and Co. wants to reward its best customers with the 'Sears Premier Card'. The new program is designed to recognize and reward customers who have made 'Sears Card' purchases totaling at least \$600 in the previous 12 months. A newly designed blue and gold credit card will replace the current 'Sears Card' held by customers who meet 'Sears Premier Card' purchasing criteria. Sears will begin mailing welcome kits this week. 'Premier' cardholders will also receive priority in-home service calls, special preview shopping days prior to key sales events and exclusive money-saving offers. Sears will review all 'Sears Card' accounts semi-annually to determine which customers meet the criteria for upgrades to 'Sears Premier Card'. Customers can use their 'Sears Premier Card' at all Sears department stores, Sears Hardware, Sears and Budget Rental Cars, Sears Auto Centers, Sears authorized dealer stores, HomeLife Furniture Stores and Orchard Supply Hardware. In addition, the 'Sears Premier Card' is also accepted for purchases at Sears Shop at Home catalogs, 1-800-FLOWERS, Sears Parts and Services and for purchases made through the Sears Web site. For more information sears.com. For more information www.sears.com.

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